

Attorney Docket No.

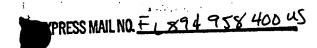
36968/265389 (BS011378)

## **DECLARATION FOR PATENT APPLICATION**

Origina	l	Supplemental		Substitute		PCT
As below named	d inventor, I hereb	by declare that:				
My residence, po	ost office address	and citizenship are as state	ed below ne	kt to my name.		
		d sole inventor (if only on t matter which is claimed				
SYS	TEM AND M	ETHOD FOR DEVI		G TAILOREI	D CONTENT	
he specification of which	(check one)	(Title of the I	nvention)			
	is attac	hed hereto				
	was file	ed on as U	. S. Applica	tion Serial Numb	per	
We acknowledge of Federal  We hereby claim	y amendment refe the duty to discl Regulations, § 1	ose information which is r	naterial to th	ne patentability o	of this application  (d) or § 365(b) or	in accordance with
country other than the Un	ited States of Am nventor's certifica	erica, listed below and have te, or of any PCT internat	ve also ident	ified, by checkin	ng the box below,	any foreign
Prio	r Foreign Applica	tions	Priority	Claimed	Copy At	tached
Application Number	Country	Foreign Filing Date (MM/DD/YYYY)	YES	NO	YES	NO

We hereby claim the benefit under Title 35, United States Code § 119(e) of any United States provisional application(s) listed below and claim the benefit under Title 35, United States Code, § 120 of any United States application(s), or § 365(c) of any PCT international application(s) designating the United States of America, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application(s) in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application:

Parent Application Number	Filing Date	(Ma	Status rk Appropriate Column l	Below)
		Patented	Pending	Abandoned



U.S. Application No.: To Be Assigned

Filed: Herewith

Inventors: William R. Matz, Scott R. Swix

For: SYSTEM AND METHOD FOR DEVELOPING TAILORED CONTENT

As named inventors, we hereby revoke all prior powers and appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith:

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We acknowledge the above-listed attorneys and agents and their firm Kilpatrick Stockton LLP represent our employer (if we are employees and this application has been or will be assigned to our employer) or the entity with which we have contracted (if we are independent contractors and this application has been or will be assigned to such entity) and in such cases do not represent us individually. We further acknowledge that we have not established, nor will we seek to establish, any personal attorney/client relationship with Kilpatrick Stockton LLP in connection with this application and understand that, should we require legal representation, we will obtain such, at our expense, other than through Kilpatrick Stockton LLP.

U.S. Application No.: To Be Asset

Filed: Herewith

Inventors: William R. Matz, Scott R. Swix

For: SYSTEM AND METHOD FOR DEVELOPING TAILORED CONTENT

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We hereby declare that all statements made herein of our own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

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